In re Application of: Frengut, Renee
Serial No. 09/825,269
Reply to Office action of July 23, 2004

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

CLAIM 1 (currently amended) A method for generating a customized interface ~~page~~, comprising the steps of:

associating in a computer one or more ads with respective ad profiles;

associating in a computer one or more ~~users with respective~~ user profiles with each user profile created from information inputted by a corresponding user and transmitted to the computer, wherein each user personally assists in the creation of his or her user profile by knowingly inputting the information and are aware that the information will be used to create a customized interface for each user profile,

determining matching ad profiles by comparing the ad profiles with user profiles for matches ~~within a prescribed parameter~~; and

selectively including in the interface ~~page~~ of a user at least one of the one or more ads associated with the ad profiles matching ~~the~~ a user profile associated with the user ~~within the prescribed parameter~~.

CLAIM 2 (currently amended) The method of claim 1, further comprising the step of excluding from the interface ~~page~~ any ads associated with an ad profile not matching the user profile ~~that is outside of the prescribed parameters~~.

CLAIM 3 (currently amended) The method of claim 1, wherein the user profile for each user is created from and solely based on information knowingly provided by each user ~~the prescribed parameter is used to relate elements of the ad profile to elements of the user profile to determine matches~~.

CLAIM 4 (currently amended) The method of claim 1, further comprising the step of including in the interface ~~page~~ ads that are related to one or more favorite category of products or services specified in the information provided by the user to create his or her ~~in the~~ user profile.

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CLAIM 5 (previously presented) The method of claim 1, wherein the user profile defines a list of one or more advertisers, the method further comprising the step of including in the <u>interface</u> ~~page~~ only those ads that are associated with the advertisers listed in the user profile.

CLAIM 6 (currently amended) A method for generating a customized <u>interface</u> ~~page~~, comprising the steps of:

associating in a computer one or more ads with <u>each ad having a</u> respective ad profiles;

associating in a computer one or more ~~users with respective~~ user profiles <u>with</u> <u>each user profile created from information inputted by a corresponding user and</u> <u>transmitted to the computer, wherein each user personally assists in the creation of his or</u> <u>her user profile by knowingly inputting the information and are aware that the</u> <u>information will be used to create a customized interface for each user profile</u>,

determining matching ad profiles by comparing the ad profiles with user profiles for matches ~~within a prescribed parameter~~;

storing statistical data determined according to the matches; and

selectively including in the <u>interface</u> ~~page~~ <u>of a user at least one of</u> the one or more ads associated with the ad profiles matching ~~the~~ <u>a</u> user profile <u>created from the</u> <u>information provided by the user</u> ~~within the prescribed parameter~~.

CLAIM 7 (previously presented) The method of claim 6, further comprising the step of selecting ads for inclusion in the <u>interface</u> ~~page~~ in accordance with the statistical data.

CLAIM 8 (previously presented) The method of claim 6, further comprising the step of charging an advertiser of the ads having a matching profile in accordance with the statistical data.

CLAIM 9 (currently amended) A method for generating a customized <u>interface</u> ~~page~~, comprising the steps of:

associating in a computer one or more ads with <u>each ad having a</u> respective ad profiles;

associating in a computer one or more ~~users with respective~~ user profiles <u>with</u> <u>each user profile created from information inputted by a corresponding user and</u>

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transmitted to the computer, wherein each user personally assists in the creation of his or her user profile by knowingly inputting the information and are aware that the information will be used to create a customized interface for each user profile,

determining matching ad profiles by comparing the ad profiles with user profiles for matches within a prescribed parameter;

selectively including in the interface page of a user at least one of the one or more ads associated with the ad profiles matching the a user profile created from the information provided by the user within the prescribed parameter; and

charging an advertiser of the ads having a matching profile in accordance with the matches.

CLAIM 10 (previously presented) The method of claim 9, wherein the charging step comprises charging the advertiser in accordance with the number of users having matching user profiles.

CLAIM 11 (previously presented) The method of claim 9, wherein the charging step comprises charging the advertiser as a function of amount of space available for presenting the ad to the users.

CLAIM 12 (currently amended) A method for generating a customized interface page, comprising the steps of:

associating in a computer one or more ads with each ad having a respective ad profiles;

associating in a computer one or more users with respective user profiles with each user profile created from information inputted by a corresponding user and transmitted to the computer, wherein each user personally assists in the creation of his or her user profile by knowingly inputting the information and are aware that the information will be used to create a customized interface for each user profile,

determining matching ad profiles by comparing the ad profiles with user profiles for matches within a prescribed parameter;

selectively including in the interface page of a user at least one of the one or more ads associated with the ad profiles matching the a user profile created from the information provided by the user within the prescribed parameter; and

formatting the interface page in accordance with the user profile.

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CLAIM 13 (previously presented) The method of claim 12, wherein the user profile defines an amount of space on the <u>interface</u> ~~page~~, the method further comprising the step of formatting the <u>interface</u> ~~page~~ such that the one or more ads included in the <u>interface</u> ~~page~~ are restricted to the amount of space defined in the user profile.

CLAIM 14 (previously presented) The method of claim 12, wherein the user profile defines an percentage of space on the <u>interface</u> ~~page~~, the method further comprising the step of formatting the <u>interface</u> ~~page~~ such that the one or more ads included in the <u>interface</u> ~~page~~ occupy no more space than the percentage defined in the user profile.

CLAIM 15 (currently amended) The method of claim 12, wherein the user profile defines ~~an~~ <u>a</u> framework, the method further comprising the step of formatting the <u>interface</u> ~~page~~ in accordance with the framework defined in the user profile.

CLAIM 16 (currently amended) A method for providing a customized <u>interface</u> ~~page~~ to a user comprising the steps of:

associating in a computer one or more ads with <u>each ad having a</u> respective ad profiles;

associating in a computer one or more ~~users with respective~~ user profiles <u>with</u> <u>each user profile created from information inputted by a corresponding user and</u> <u>transmitted to the computer, wherein each user personally assists in the creation of his or</u> <u>her user profile by knowingly inputting the information and are aware that the</u> <u>information will be used to create a customized interface for each user profile,</u>

determining matching ad profiles by comparing the ad profiles with user profiles for matches ~~within a prescribed parameter~~;

~~receiving a user action from a user having an associated user profile;~~

selectively including in the <u>interface</u> ~~page~~ <u>of a user at least one of</u> the one or more ads associated with the ~~one or more~~ ad profiles matching ~~the~~ <u>a</u> user profile <u>created from</u> <u>the information provided by the user</u> ~~from whom the user action was received~~; and

<u>repeating the preceding steps each time the user accesses the interface or edits the</u> <u>information inputted to create the user profile</u>

~~providing the page to the user in response to the user action.~~

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CLAIM 17 (currently amended) The method of claim 16 further comprising the step of excluding from the <u>interface</u> ~~page~~ any ads associated with an ad profile <u>not matching the user profile</u> ~~that is outside of the prescribed parameters~~.

CLAIM 18 (currently amended) The method of claim 16, further comprising the step of generating the <u>interface</u> ~~page~~ in real time~~, in response to the user action~~.

CLAIM 19 (currently amended) The method of claim 16, wherein the providing step further comprises the step of providing the <u>interface</u> ~~page~~ to the user in response to and contemporaneously with the <u>creation of the user profile from the information provided by the user</u> ~~receipt of the user action~~.

CLAIM 20 (currently amended) The method of claim 16, further comprising the step of storing statistical data determined according to ~~each~~ <u>the</u> user's <u>activity at the interface</u> ~~action that is received~~.

CLAIM 21 (previously presented) The method of claim 20, further comprising the step of charging an advertiser of the ads having a matching profile in accordance with the statistical data.

CLAIM 22 (previously presented) The method of claim 16, further comprising the step of charging an advertiser of the ads having a matching profile in accordance with the matches.

CLAIM 23 (previously presented) The method of claim 22, wherein the charging step comprises charging the advertiser in accordance with the number of users having matching user profiles.

CLAIM 24 (previously presented) The method of claim 23, wherein the charging step comprises charging the advertiser as a function of amount of space available for presenting the ad to the users.

CLAIM 25 (previously presented) The method of claim 24, wherein the charging step comprises charging the advertiser according to the number of users to whom the ad was sent.

CLAIM 26 (previously presented) The method of claim 25, wherein the charging step comprises charging the advertiser an amount determined according to a function of when the user receives the ad.

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CLAIM 27 (currently amended) A method for providing targeted delivery of an ad with a interface ~~page~~ to a user comprising the step of:

associating in a computer an ad profile with the ad;

associating in a computer a plurality of user profiles, wherein each user profile corresponding to a user and created from created from information inputted by the corresponding user and transmitted to the computer, wherein each user personally assists in the creation of his or her user profile by knowingly inputting the information and are aware that the information will be used to create a customized interface for each user profile ~~with respective users~~;

determining matching profiles by comparing the ad profile with user profiles for matches ~~within a prescribed parameter~~;

if a match is determined, including the ad in the interface ~~page~~ of a user associated with ~~according to~~ the matching user profile; and

providing the interface ~~page~~ to the user associated with the matching user profile.

CLAIM 28 (previously presented) The method of claim 27, wherein the ad profile contains information about a targeted audience for the ad.

CLAIM 29 (previously presented) The method of claim 27, further comprising the step of including the ad in the interface ~~page~~ on condition that the user profile is consistent with the targeted audience and the inclusion of the ad is consistent with the user profile.

CLAIM 30 (currently amended) A method for generating a customized interface ~~page~~, comprising the steps of:

associating in a computer one or more ads with respective ad profiles;

associating in a computer one or more users with respective user profiles wherein the users are anonymous, wherein each user profile is generated from information inputted by a corresponding user and transmitted to the computer, wherein each user personally assists in the creation of his or her user profile by knowingly inputting the information and are aware that the information will be used to create a customized interface for each user profile;

determining matching ad profiles by comparing the ad profiles with user profiles for matches within a prescribed parameter;

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maintaining statistical data determined according to the matches such that the data is not accessible to unauthorized parties; and

selectively including in the <u>interface</u> ~~page~~ the one or more ads associated with the ad profiles matching the user profile within the prescribed parameter,

wherein the selection is based on the statistical data.